METHOD AND APPARATUS FOR PROXIMITY-AWARE ADAPTATION OF APPLICATIONS, CONTENT, AND USER INCENTIVES

BACKGROUND

[0001] Service providers and device manufacturers (e.g., wireless, cellular, etc.) are continually challenged to deliver value and convenience to consumers by, for example, providing compelling network services. One area of focus is the development of services and technologies for delivering location-based services (e.g., advertising, incentives, offers, discounts, marketing, etc.) via applications and contents (e.g., games, media, etc.) to a device (e.g., a user) that depend on, for example, verifying that the device receiving the location-based services is physically located at or is in close proximity to a point of interest (e.g., a merchant, a business, etc.). Further, the service providers need an effective mechanism to combine delivery of user incentives with applications and content to a device. Accordingly, service providers and device manufacturers are challenged to develop accurate and efficient mechanisms for delivering merchant information and compelling user incentives to the users.

SOME EXAMPLE EMBODIMENTS

[0002] Therefore, there is a need for an approach for determining proximity of a user to a POI to dynamically adapt applications, content, and user incentive.

[0003] According to one embodiment, a method comprises determining a proximity of at least one device to at least one point of interest. The method also comprises determining at least one difficulty level associated with at least one application, at least one content item, or a combination thereof based, at least in part, on the proximity.

[0004] According to another embodiment, an apparatus comprises at least one processor and at least one memory including computer program code for one or more programs, the at least one memory and the computer program code configured to, with the at least one processor, cause the apparatus to determine a proximity of at least one device to at least one point of interest. The apparatus is also caused to determine at least one difficulty level associated with at least one application, at least one content item, or a combination thereof based, at least in part, on the proximity.

[0005] According to another embodiment, a computer-readable storage medium carries one or more sequences of one or more instructions which, when executed by one or more processors, cause, at least in part, an apparatus to determine a proximity of at least one device to at least one point of interest. The apparatus is also caused to determine at least one difficulty level associated with at least one application, at least one content item, or a combination thereof based, at least in part, on the proximity.

[0006] According to another embodiment, an apparatus comprises means for determining a proximity of at least one device to at least one point of interest. The apparatus also comprises means for determining at least one difficulty level associated with at least one application, at least one content item, or a combination thereof based, at least in part, on the proximity.

[0007] In addition, for various example embodiments of the invention, the following is applicable: a method comprising facilitating a processing of and/or processing (1) data and/or (2) information and/or (3) at least one signal, the (1) data and/or (2) information and/or (3) at least one signal based, at least in part, on (including derived at least in part from) any one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention.

[0008] For various example embodiments of the invention, the following is also applicable: a method comprising facilitating access to at least one interface configured to allow access to at least one service, the at least one service configured to perform any one or any combination of network or service provider methods (or processes) disclosed in this application.

[0009] For various example embodiments of the invention, the following is also applicable: a method comprising facilitating creating and/or facilitating modifying (1) at least one device user interface element and/or (2) at least one device user interface functionality, the (1) at least one device user interface element and/or (2) at least one device user interface functionality based, at least in part, on data and/or information resulting from one or any combination of methods or processes disclosed in this application as relevant to any embodiment of the invention, and/or at least one signal resulting from one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention.

[0010] For various example embodiments of the invention, the following is also applicable: a method comprising creating and/or modifying (1) at least one device user interface element and/or (2) at least one device user interface functionality, the (1) at least one device user interface element and/or (2) at least one device user interface functionality based at least in part on data and/or information resulting from one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention, and/or at least one signal resulting from one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention.

[0011] In various example embodiments, the methods (or processes) can be accomplished on the service provider side or on the mobile device side or in any shared way between service provider and mobile device with actions being performed on both sides.

[0012] For various example embodiments, the following is applicable: An apparatus comprising means for performing the method of any of originally filed claims **1-30**, and **51-53**.

[0013] Still other aspects, features, and advantages of the invention are readily apparent from the following detailed description, simply by illustrating a number of particular embodiments and implementations, including the best mode contemplated for carrying out the invention. The invention is also capable of other and different embodiments, and its several details can be modified in various obvious respects, all without departing from the spirit and scope of the invention. Accordingly, the drawings and description are to be regarded as illustrative in nature, and not as restrictive.

BRIEF DESCRIPTION OF THE DRAWINGS

[0014] The embodiments of the invention are illustrated by way of example, and not by way of limitation, in the figures of the accompanying drawings: